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***Click It or Ticket* to boost seat belt use**

Motorists who refuse to wear their seat belts – beware. The 2012 national *Click It or Ticket* seat belt enforcement mobilization kicked off May 21 to help save lives by cracking down on those who don't buckle up. The Estes Park Police Department joins other state and local law enforcement officers and highway safety advocates across the country to help save more lives by strongly enforcing seat belt laws around the clock. Another campaign will take place July 23-29 in Estes Park.

According to the U.S. Department of Transportation's National Highway Traffic Safety Administration, in 2010 nationally, 61 percent of the 10,647 passenger vehicle occupants who were killed in motor vehicle traffic crashes overnight were not wearing their seat belts at the time of the fatal crash, compared to 42 percent during the daytime hours.

"Too many drivers and passengers on the road at night are not wearing their seat belts, and it all too often ends in tragedy," said Police Chief Wes Kufeld. "Our goal is to save more lives, so the Estes Park Police Department will be out enforcing seat belt laws around the clock." Seat belt use saves thousands of lives across America each year. NHTSA statistics show that in 2010 alone, seat belts saved an estimated 12,546 lives nationwide.

Estes Park Police held a *Click It or Ticket* enforcement campaign May 21 - June 3. Prior to the enforcement period, a seat belt survey was conducted at a busy intersection in Estes Park. Of the drivers observed in a one-hour period, 69 percent were complying with the law and wearing a seat belt. During the enforcement period, the Estes Park Police Department made more than 135 traffic stops and issued 18 citations for seat belt violations. A post-enforcement survey was conducted at the same popular intersection. Of the drivers observed in a one-hour period, 86 percent were wearing seat belts.

"Those who choose not to wear a seat belt will feel the heat from our officers who will be out cracking down on *Click It or Ticket* violators. Motorists should buckle up every time they go out, both day and night," said Chief Kufeld. "Our officers are prepared to ticket anyone not buckled up...no warnings and no excuses. *Click It or Ticket*." The cost of not wearing a seat belt could be much greater than the cost of a citation.

For more on the national *Click It or Ticket* mobilization, please visit www.nhtsa.gov. For more information on the Estes Park Police Department, visit www.estes.org/pd. To receive Town news and/or meeting agendas by email, email townadmin@estes.org.

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